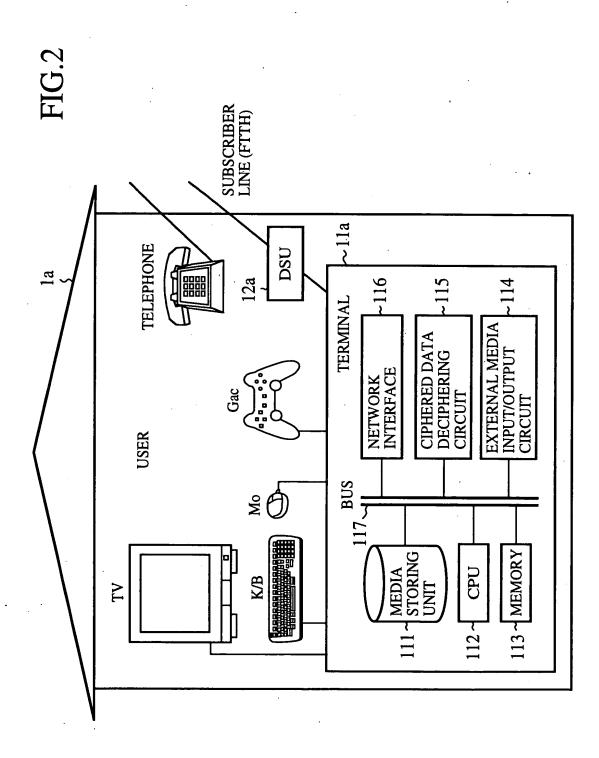
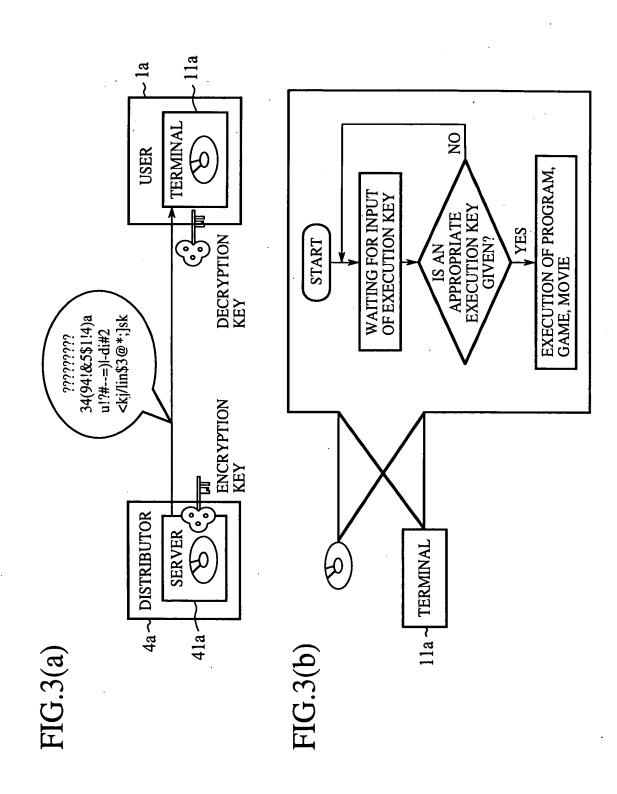


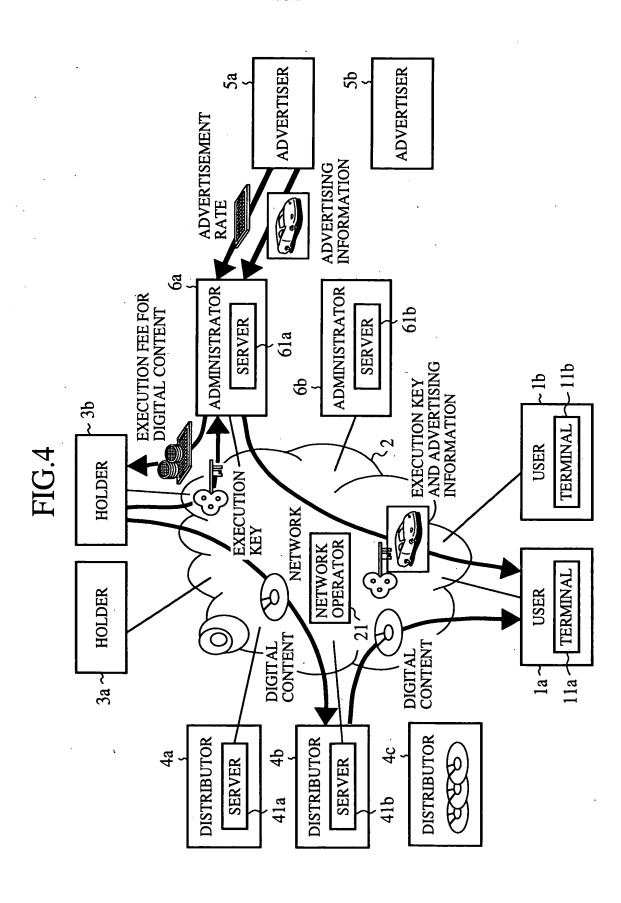
D9729866.120600

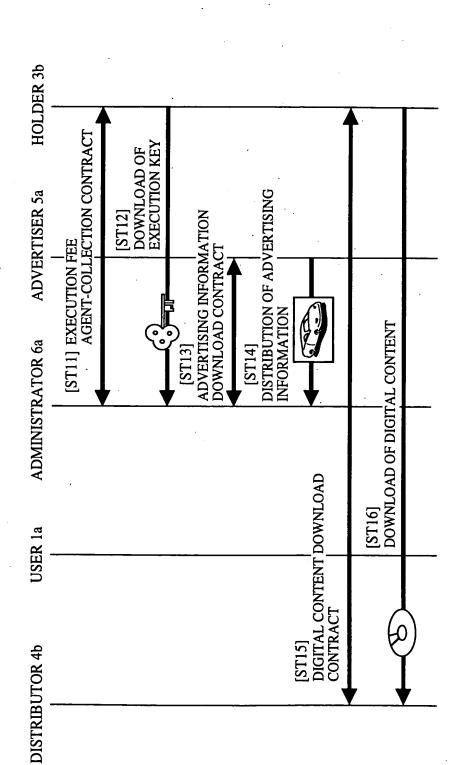


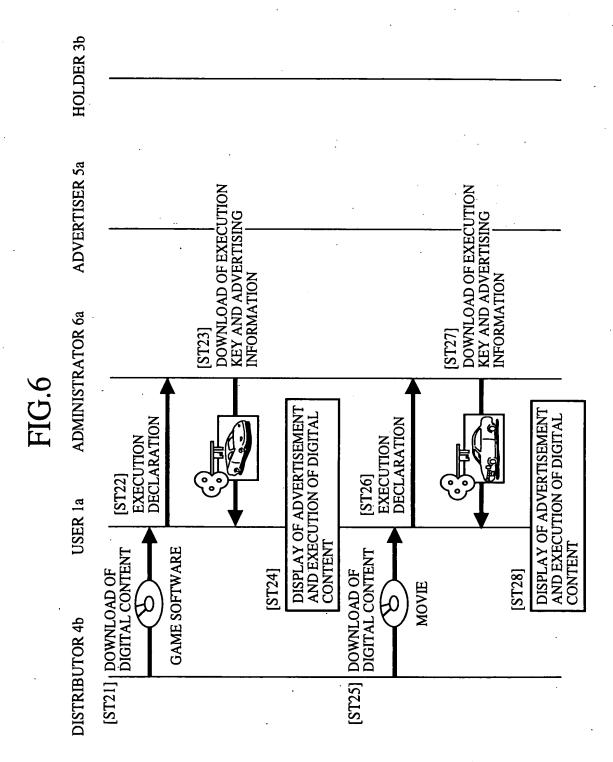




4/31







COSCET" SESSENTED

OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. EET <u>7</u> OF <u>31</u>

7/31

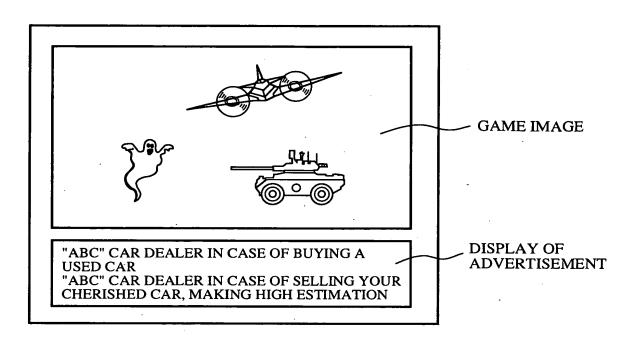


FIG.8

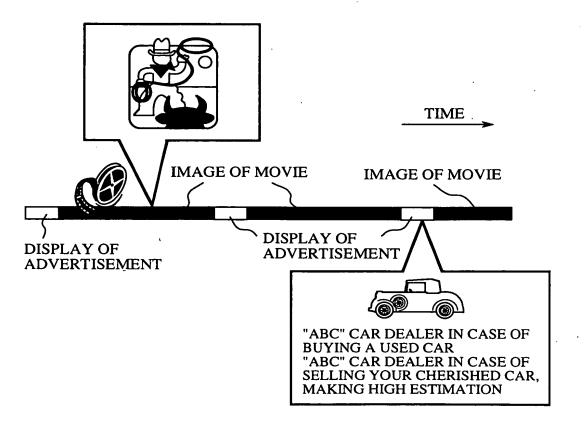
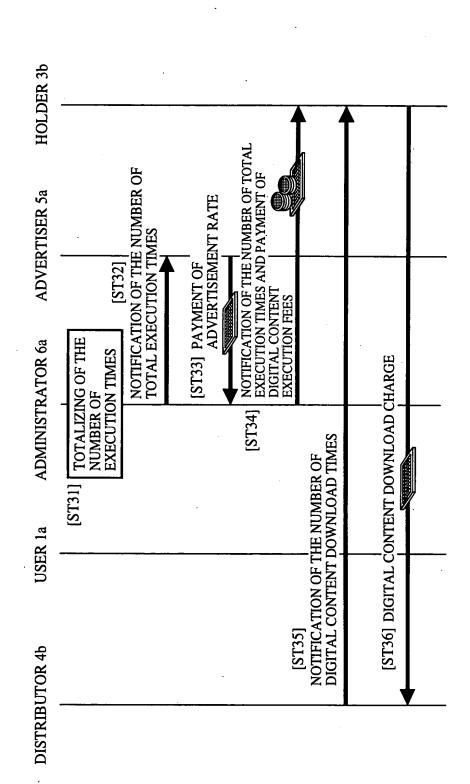
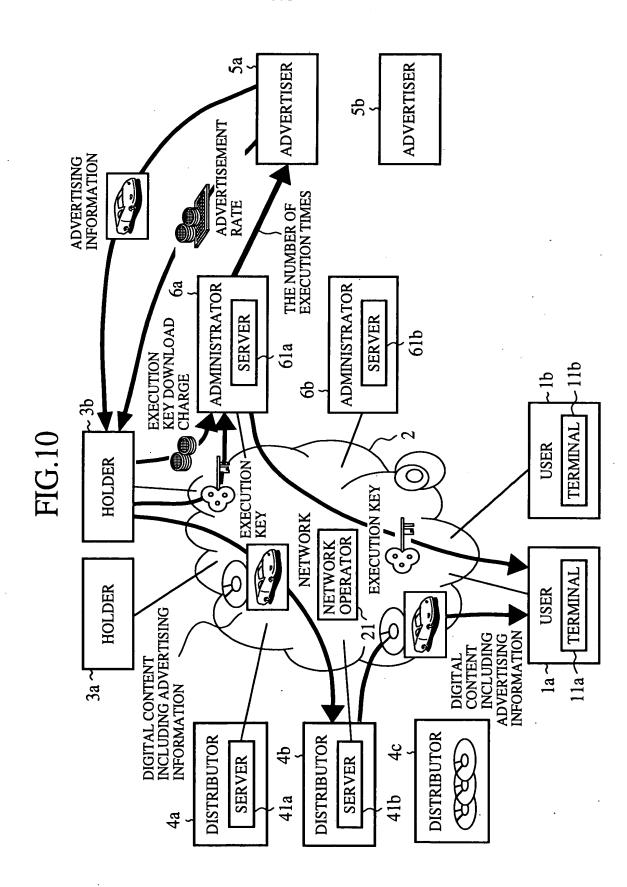
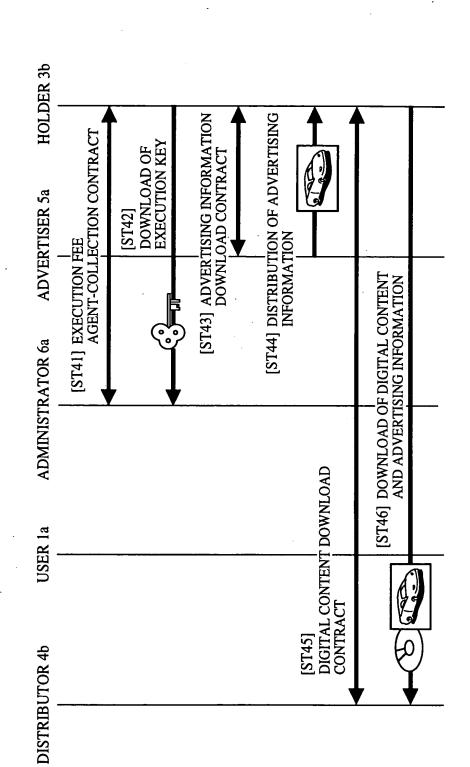


FIG.9





IG.11



.12

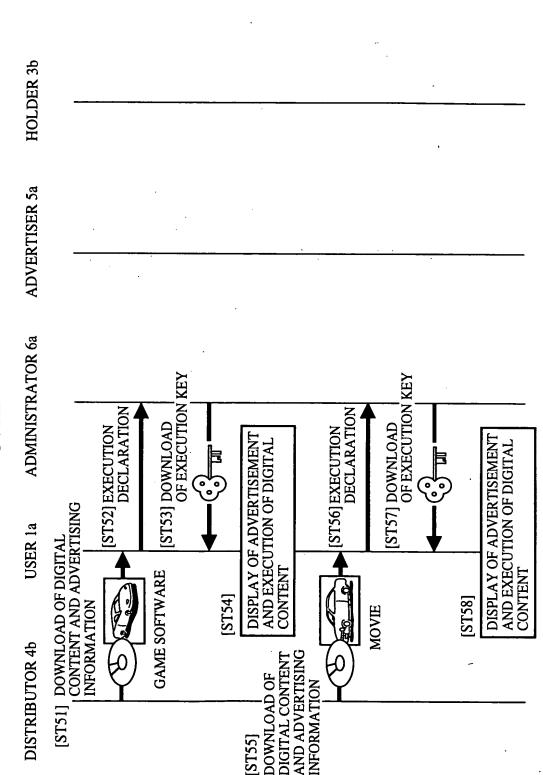
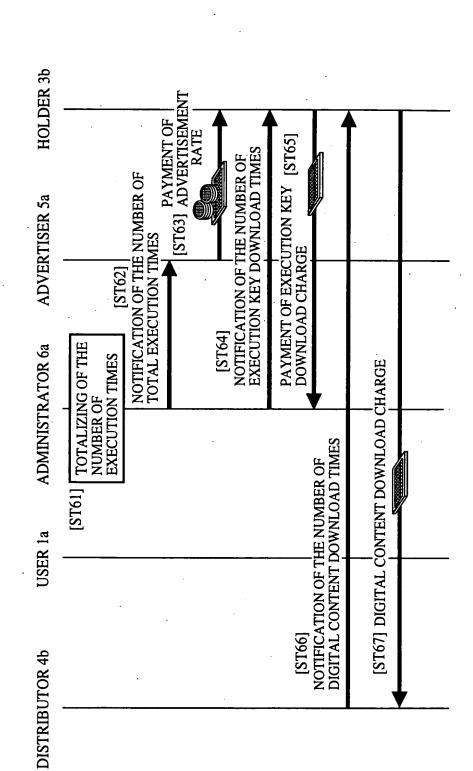


FIG. 13





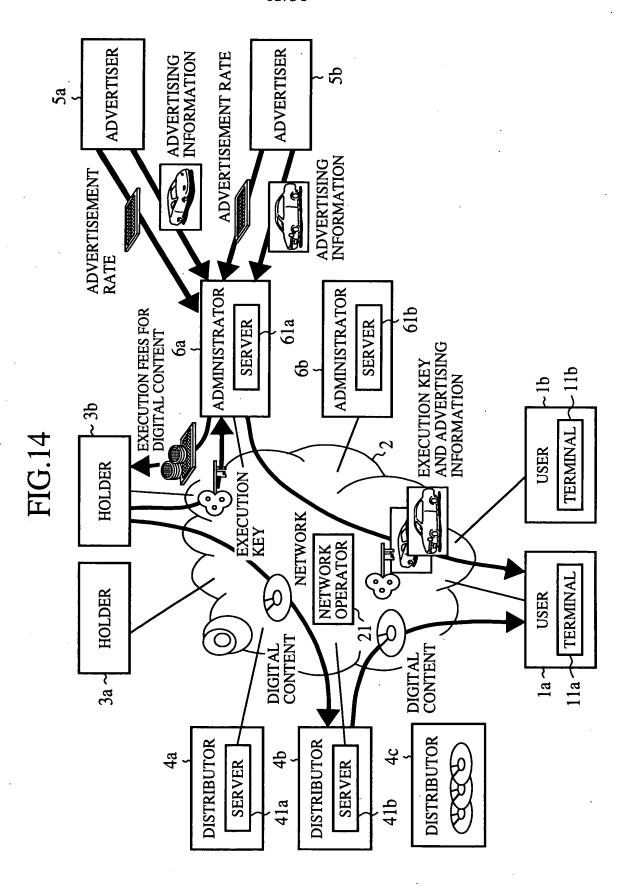
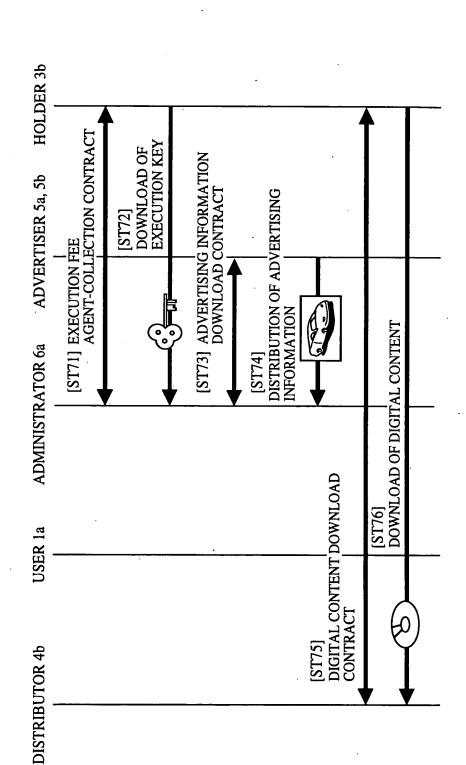


FIG. 15

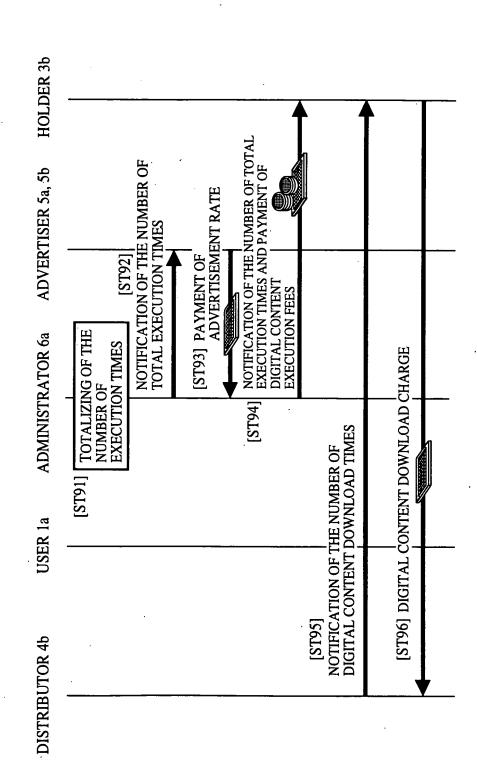


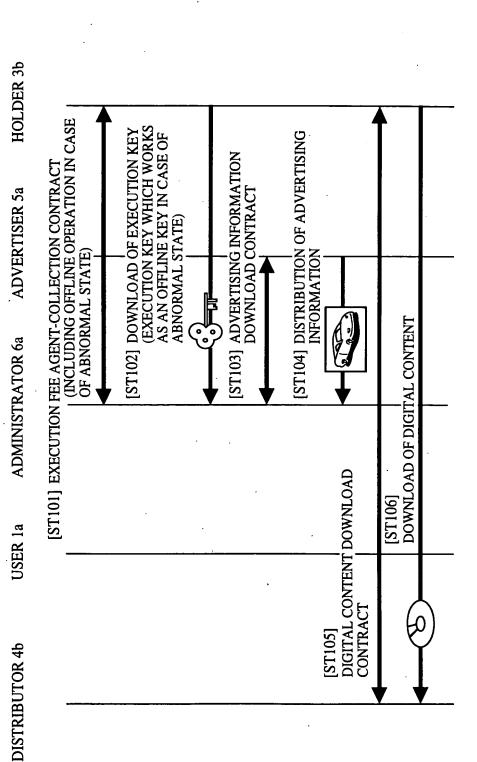


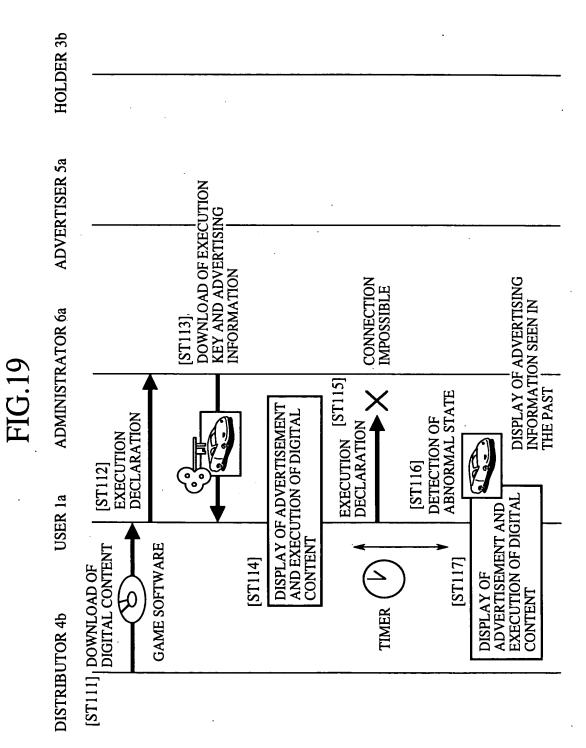
HOLDER 3b ADVERTISER 5a, 5b DOWNLOAD OF EXECUTION KEY AND ADVERTISING INFORMATION ADMINISTRATOR 6a [ST83] EXECUTION DECLARATION DISPLAY OF ADVERTISEMENT AND EXECUTION OF DIGITAL CONTENT DISPLAY OF ADVERTISEMENT AND EXECUTION OF DIGITAL CONTENT [ST82] USER 1a [ST81] DOWNLOAD OF DIGITAL CONTENT GAME SOFTWARE [ST84] [ST85] **DISTRIBUTOR 4b**

FIG. 16









DOVESSES LEOSOS



HOLDER 3b NOTIFICATION OF THE NUMBER OF TOTAL EXECUTION TIMES AND PAYMENT OF DIGITAL CONTENT [ST124] NOTIFICATION OF THE NUMBER OF **ADVERTISER 5a** ADVERTISEMENT RATE TOTAL EXECUTION TIMES ST123] PAYMENT OF [ST122] **EXECUTION FEES** TOTALIZING OF THE NUMBER OF EXECUTION TIMES **ADMINISTRATOR** 6a [ST126] DIGITAL CONTENT DOWNLOAD CHARGE NOTIFICATION OF THE NUMBER OF DIGITAL CONTENT DOWNLOAD TIMES [ST121] USER 1a [ST125] DISTRIBUTOR 46



HOLDER 3b ADVERTISER 5a NOTIFICATION OF OFFLINE USE DOWNLOAD OF EXECUTION KEY AND ADVERTISING INFORMATION DISPLAY OF ADVERTISING CONNECTION IMPOSSIBLE INFORMATION SEEN IN THE PAST ADMINISTRATOR 6a [ST113] UTILIZATION [ST115] ABNORMAL STATE **DETECTION OF** DECLARATION **DISPLAY OF ADVERTISEMENT DECLARATION** DECLARATION AND EXECUTION OF DIGITAL CONTENT EXECUTION **EXECUTION** [ST112] [ST116] ADVERTISEMENT LAND EXECUTION OF USER 1a DIGITAL CONTENT [ST118] **DISPLAY OF** [ST111] DOWNLOAD OF DIGITAL CONTENT GAME SOFTWARE ST114] [ST117] TIMER (DISTRIBUTOR.4b

OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. SHEET 21 OF 31

21/31

FIG.22

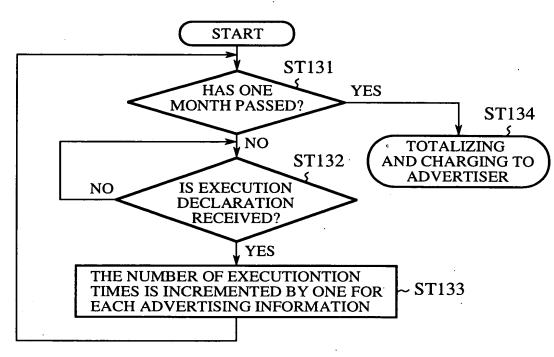
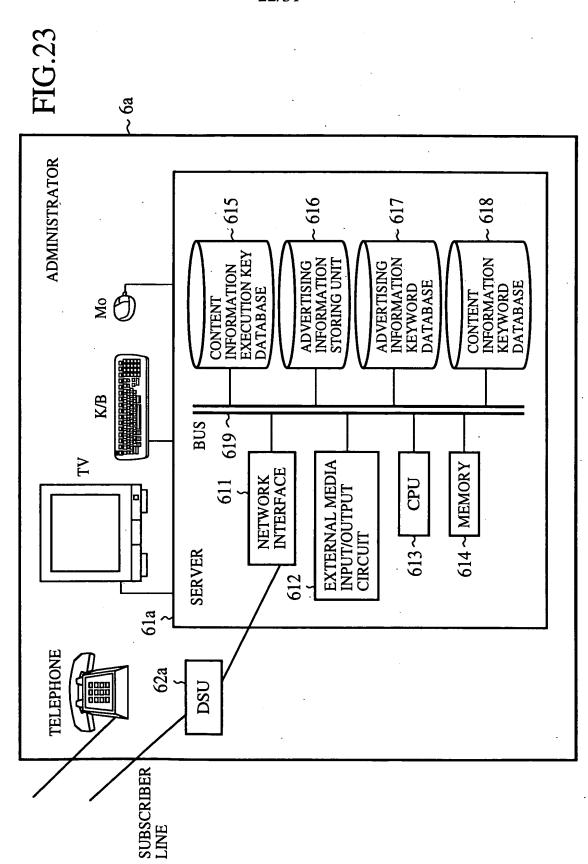


FIG.26

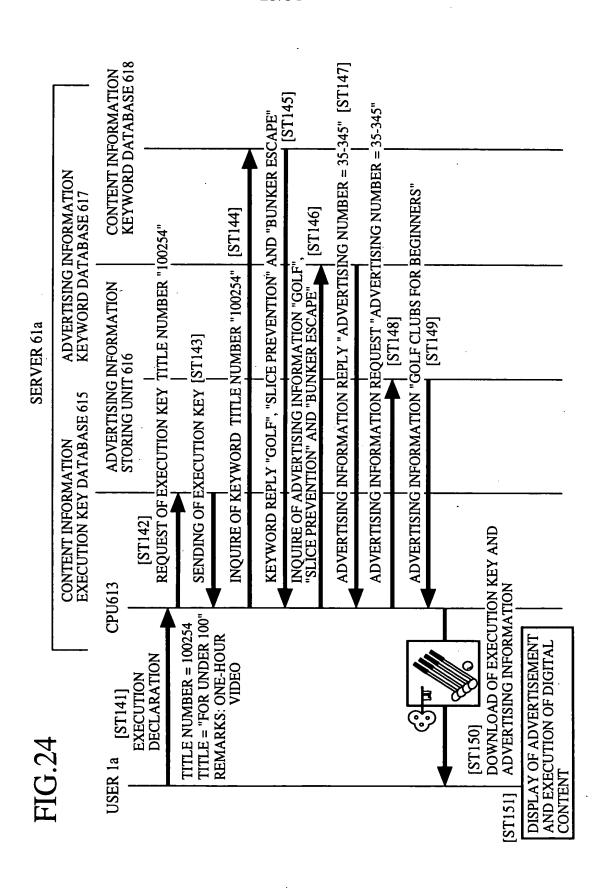
IMAGE EXAMPLE PROVIDED BY ADMINISTRATOR FOR USER

SELECT ITEMS OF ADVERTISING GENRE	
BANKING BUSINESS TRAVEL AGENCY EMPLOYMENT AND JOB HOPPING REALTY CARS	PLEASE SELECT YOUR DESIRED GENRE
ONLINE SHOPPING ONLINE AUCTION GOURMET MASS COMMUNICATION EDUCATION FOR INFANTS SPORTS OTHERS	NO DESIRE FOR PREVIOUS PAGE FOR NEXT PAGE KEYWORD SEARCH

OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. HEET 22 OF 31



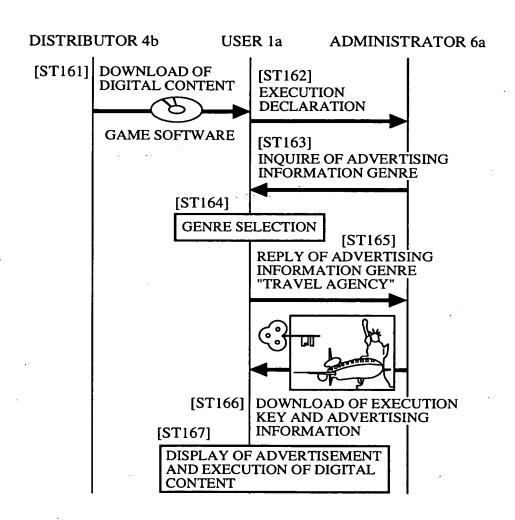
7



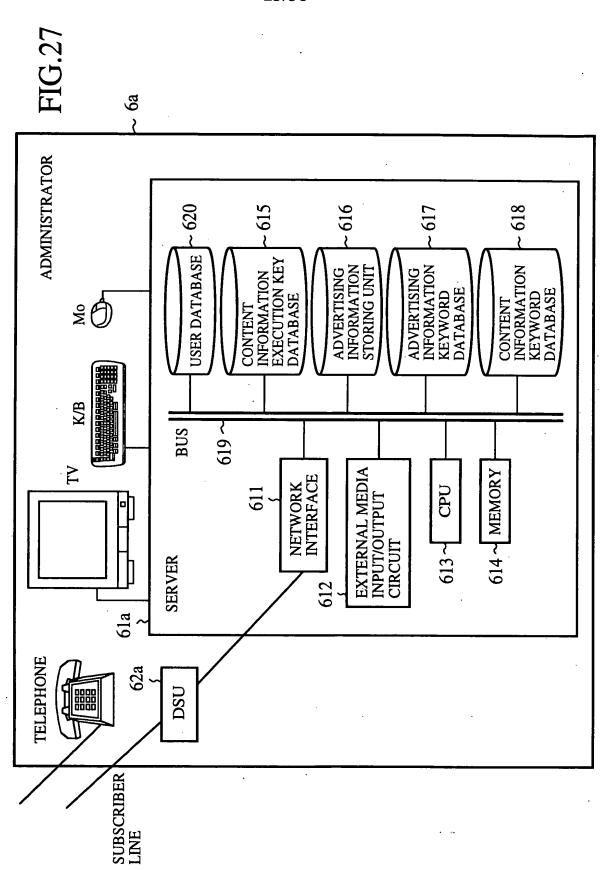
DOVEDENT TROOPED

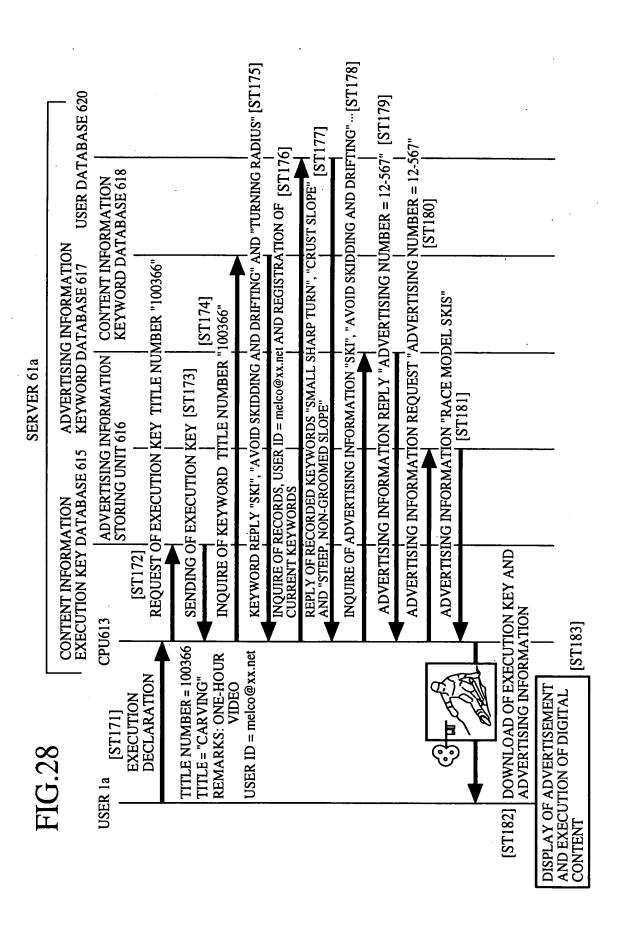
OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. SHEET 24 OF 31

24/31



OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. SHEET <u>25</u> OF <u>31</u>





COPESSES LECSON

m

 OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. SHEET 27 OF 31

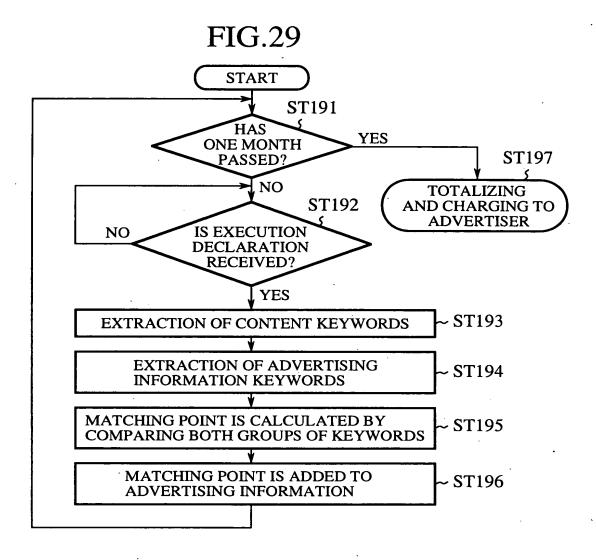
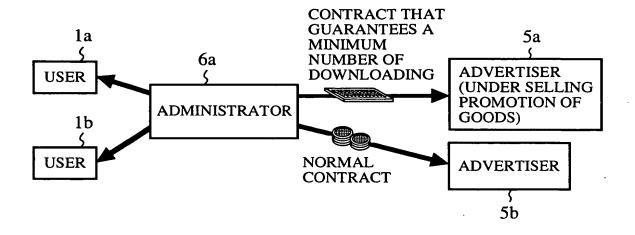
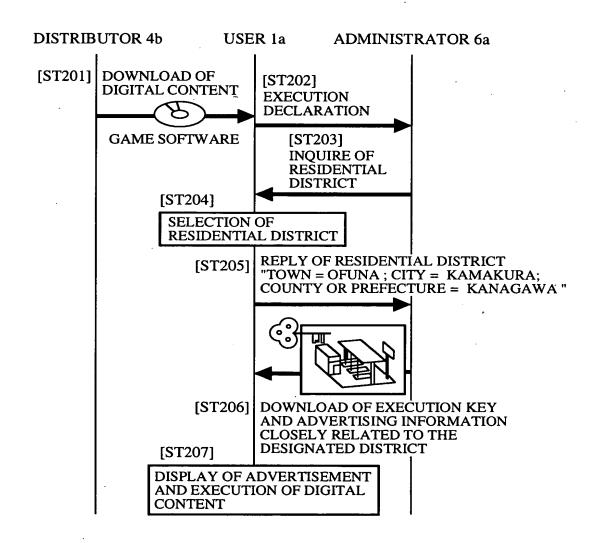


FIG.30

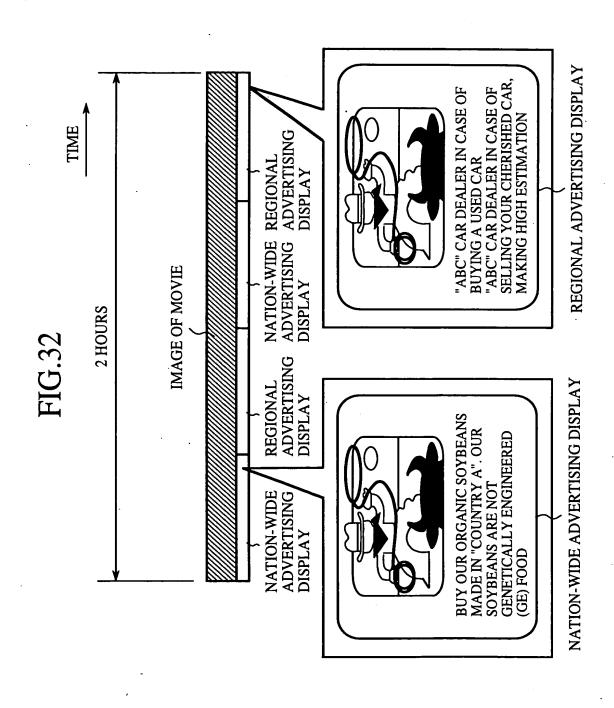


OBLON, SPIVAK, ET AL DOCKET #: 200500US2 V: Hideaki YAMANAKA, et al. EET 28 OF 31

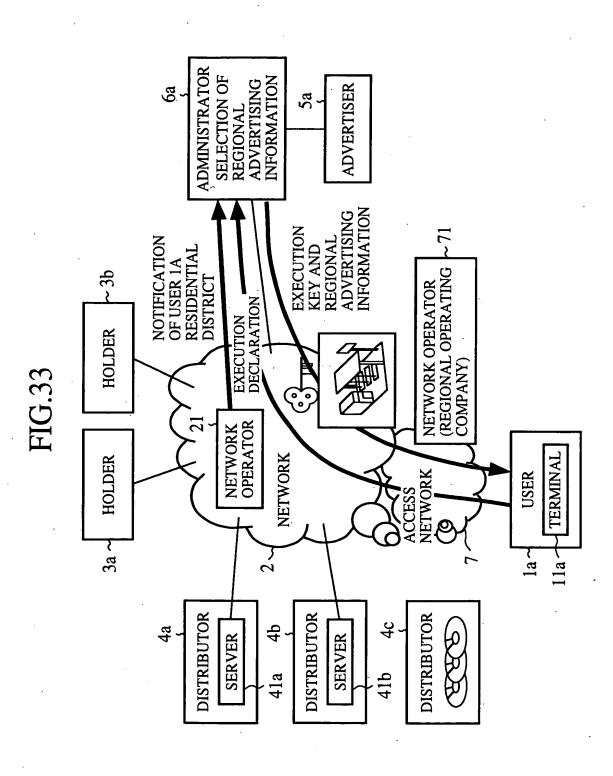
28/31



29/31







OBLON, SPIVAK, ET AL DOCKET #: 200500US2 INV: Hideaki YAMANAKA, et al. HEET 31 OF 31

31/31

